

Increasing Helpline Referrals

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Health • Benefits • Employee Assistance • Retirement

Business. Needs. People.

BDA | Morneau Shepell - US Services

Responsible Gambling

- 9 state helplines
- Innovative treatment, training and prevention
- First to market motivational text messaging

Employee Assistance Program

- 241 direct accounts
- 14,817 insurance customer groups
- Covers 11.1 million lives

Drug Testing Services

- 3rd Party Administrator
- MRO
- Background Checks

Strategic Partnerships

- 6 insurance partners
- Substance Abuse Helplines
- Employee and Consumer Concern Lines



Have we changed how we get help?



“Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.”

- George Orwell

Generations

Generations	Birth Year Range
Baby Boomers (Boomers)	1946 - 1964
Generation X (Gen X)	1965 - 1977
Millennials (Gen Y)	1978 - 1999

Boomers 1946-64

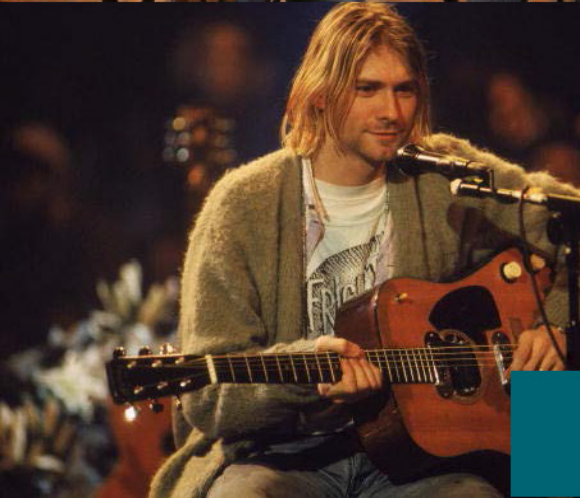
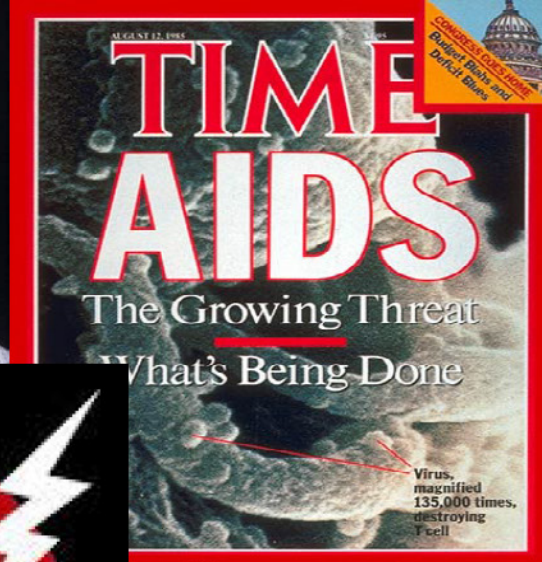
Who?	Historic Events	Characteristics	At Work
Grew up during Civil Rights & Cold War	JFK, RLK & MLK Assassinations	<ul style="list-style-type: none"> • Run local, state & national governments • Largest workforce 	Measured in hours worked
Huge population boom after WWII	<ul style="list-style-type: none"> • Walk on Moon • Civil Rights, Women's Movement 	Believe rules should be obeyed unless contrary to what they want; then they can be broken	Less importance placed on productivity
Created the term "workaholic"	<ul style="list-style-type: none"> • Vietnam War • Protests & Sit-Ins 	<ul style="list-style-type: none"> • Experimental • Individualism • Free spirited 	Teamwork is critical to success
Single largest economic group	<ul style="list-style-type: none"> • Watergate • Nixon resignation 	Can be less optimistic, cynical, & distrust government	Relationship building is important
Todays – "Empty nesters"	Self Discovery	Wants products & services that show their success	Expect loyalty from those they work with



Baby Boomers

Gen Xers 1965-77

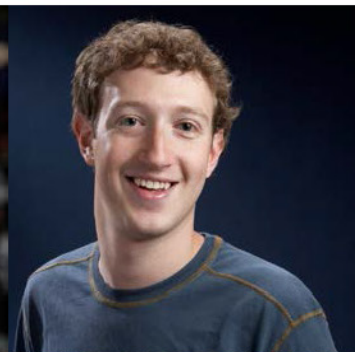
Who?	Historic Events	Characteristics	At Work
<ul style="list-style-type: none"> Defined as slackers Carpe diem attitude 	<ul style="list-style-type: none"> Vietnam Watergate Nixon resignation 	<ul style="list-style-type: none"> Quest for emotional security Suspicious of Boomer values 	Casual, friendly work environment
<ul style="list-style-type: none"> X describes the lack of identity of this generation Not sure they belonged 	<ul style="list-style-type: none"> AIDS 	<ul style="list-style-type: none"> Independent Very Self-reliant Informality Reject rules Mistrust Institutions 	<ul style="list-style-type: none"> Involvement Flexibility & freedom A place to learn Work smarter, not harder Value control of their time
Experienced more divorces than any other generation	<ul style="list-style-type: none"> MTV Grunge Hip-hop Atari/Computers 	<ul style="list-style-type: none"> Entrepreneurial Multi-taskers 	Want open communication regardless of position, title or tenure
<ul style="list-style-type: none"> Latch key Had to learn to fend for themselves 	<ul style="list-style-type: none"> Fall of Berlin Wall Operation Desert Storm 	<ul style="list-style-type: none"> Expect immediate & on-going feedback Comfortable giving feedback to others 	Look for a person to whom they can invest loyalty, not loyalty to a company
	<ul style="list-style-type: none"> Reaganomics Energy crisis 	<ul style="list-style-type: none"> Value family time Believe friends equal family 	<ul style="list-style-type: none"> A place to learn Techno-literacy is the answer



Gen X

Millennials 1978-1999

Who?	Historic Events	Characteristics	At Work
Grew up with technology computers, cell phones, internet	<ul style="list-style-type: none"> Oklahoma City Bombing OJ Simpson trial Death of Princess Diana Columbine 	<ul style="list-style-type: none"> Ambitious, yet clueless Optimistic Patriotic Impatient Entrepreneurial 	Searches for the individual who will help them achieve their goals
Known as the entitlement generation	<ul style="list-style-type: none"> Rise of the internet CDs/DVDs 	<ul style="list-style-type: none"> Individualist – yet group orientated Want to be like peers with a unique twist More culturally & racially tolerant Everybody gets a trophy 	<ul style="list-style-type: none"> Wants open, constant communication & positive reinforcement from their boss Wants leadership from boss
Boomers and late Xers parents raised them to be sheltered and build up their self esteem	Y2K	<ul style="list-style-type: none"> Very informal Busy Short attention span Want instant gratification 	Wants to be close to their peers
Plagued with high levels of student debt	Terrorism	<ul style="list-style-type: none"> Acknowledge & admire some authorities Doesn't trust "The Man" 	Looks for opportunities to learn
Largest generation	Swine Flu - 1988	Achievement orientated	Works to live, rather than living



Millennials

They Way They See the Work World

	Boomers	Xers	Millennials
Outlook	Optimistic	Skeptical	Hopeful
Work Ethic	Driven	Balanced	Determined
View of Authority	Love/hate	Unimpressed	Polite
Leadership by	Consensus	Competence	Pulling Together
Relationships	Personal Gratification	Reluctant to Commit	Inclusive
Turnoffs	Political Incorrectness	Cliché/hype	Promiscuity

Agenda

- Analyze helpline call volume and identify trends in treatment admissions
- Prepare to use insights from key initiatives in other states to increase treatment admissions
- Use lessons learned from other markets to seek growth opportunities in Calgets treatment services



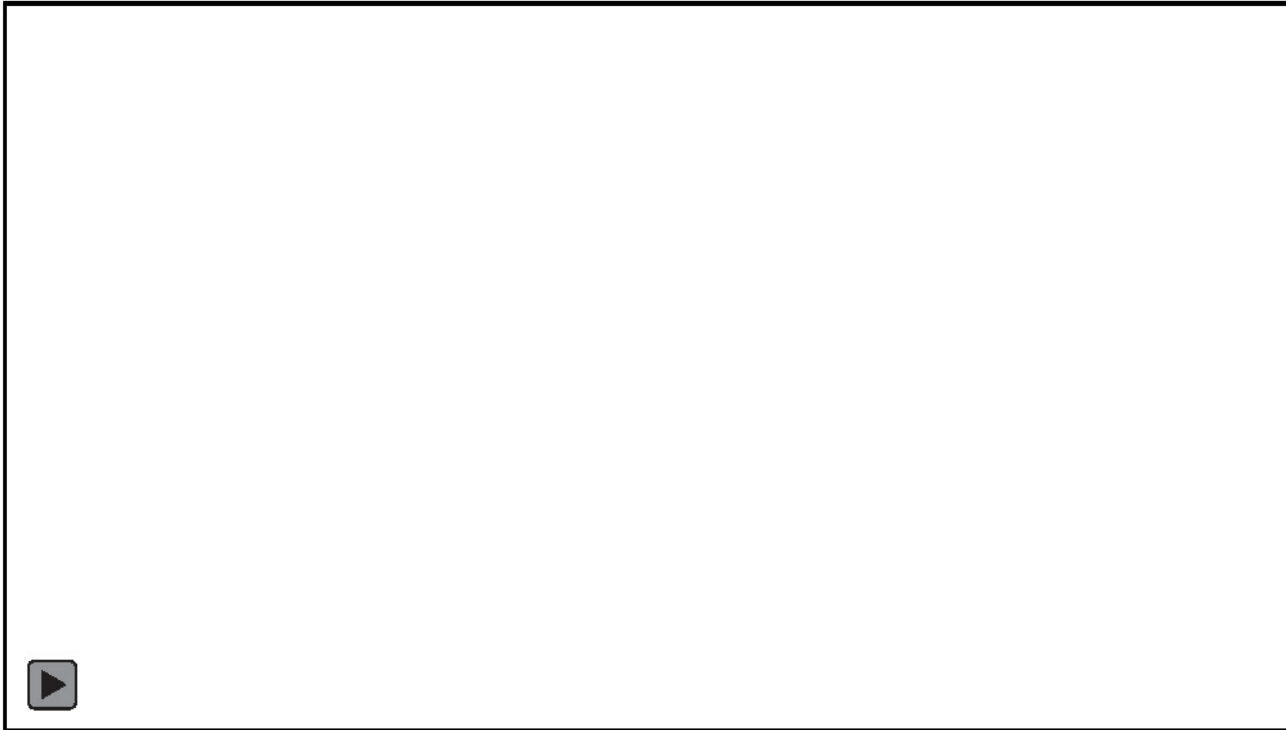


Helplines

Helpline Data

- Most state and national helplines are experiencing declining volumes
- Need for common metrics
 - Utilization measured by phone calls
 - Intakes vs Non-intakes
- The rise of multi-channel access

Texting Saves Lives

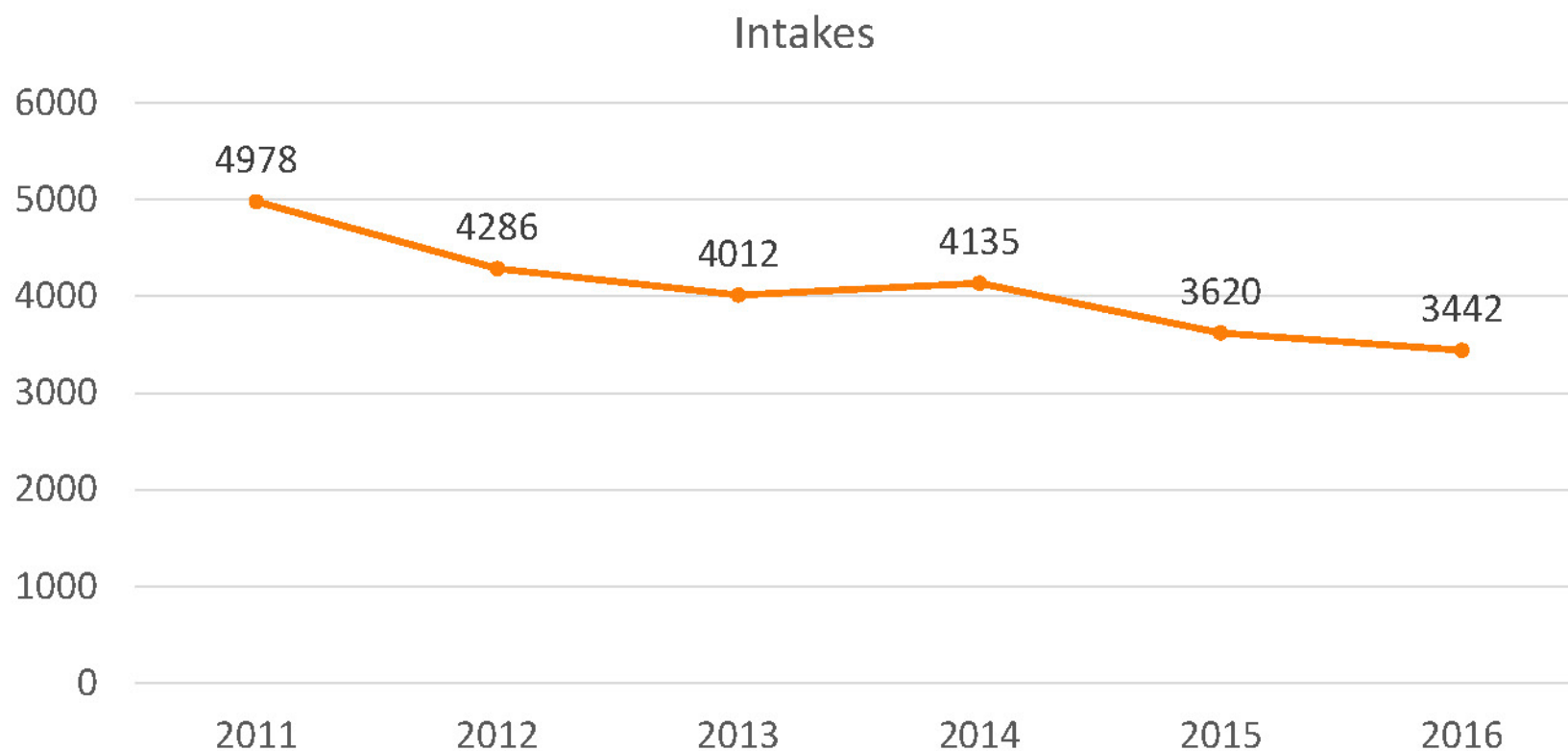


CA Helpline – Intakes

Year	Intakes	Annual change
2011	4978	NA
2012	4286	-14%
2013	4012	-6%
2014	4135	3%
2015	3620	-12%
2016	3442	-5%

- ~7% decline in intakes volume since 2011

CA Helpline – Intakes

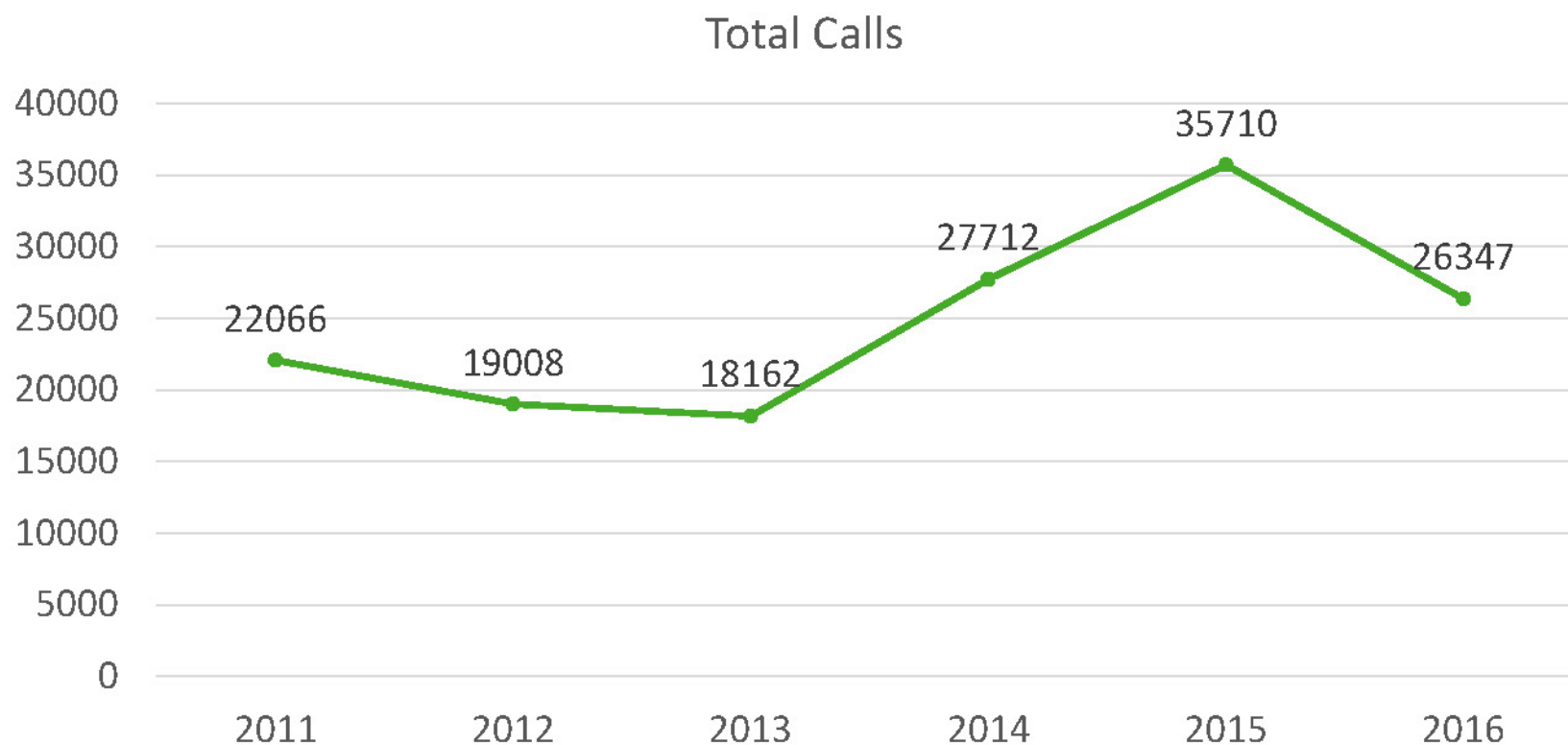


CA Helpline – Total Calls

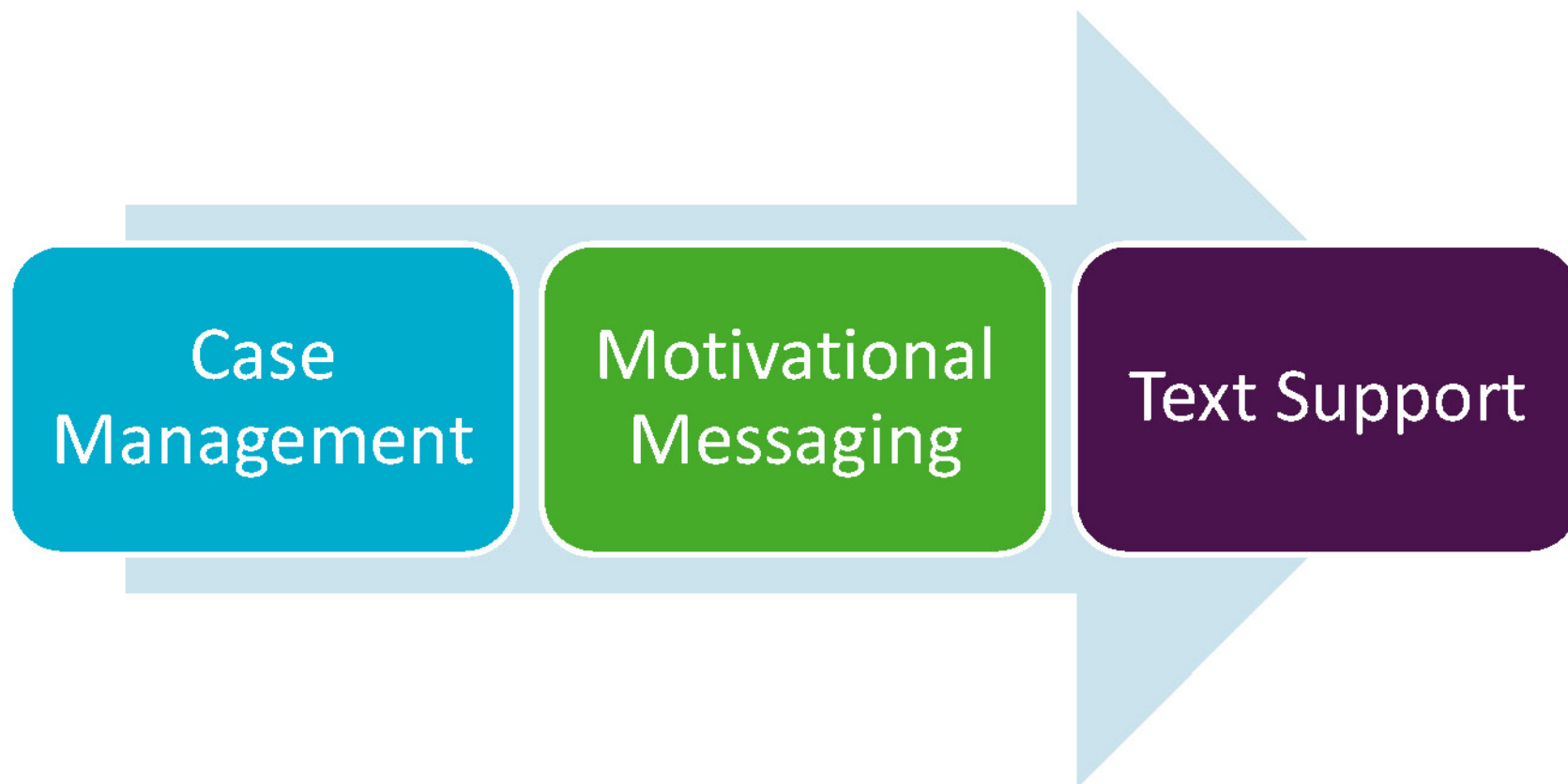
Year	Intakes	Annual change
2011	22,066	NA
2012	19,008	-14%
2013	18,162	-4%
2014	27,712	53%
2015	35,710	29%
2016	26,347	-26%

- 7% increase in total call volume since 2011

CA Helpline – Total Calls



What We've Done



Case Management

- Warm Transfer offered M-F 9am – 5pm
- If Transfer fails or declined, caller is offered Case Management

Motivational Messaging

Year	Subscriptions
2013	347
2014	804
2015	633
2016	677

Motivational Messaging

- Increased from weekly to twice weekly in 2016
- Expanded to Non-gamblers in 2016
- 83% increased motivation to enter treatment

Text “Support”

- “Support” to 53342
- Started mid July, 2014

Year	Text Support
2014 (*started mid year)	26
2015	113
2016	154

Case Management

- Started in 2012
 - Assisted referral to CalGets & CCPG providers
- Expanded hours of operation and changed weekend/overnight protocol in 8/2016

Year	Warm Transfer	Case Management
1/2012...8/2016	10	18
9/2016...12/2016	10	28
% Change	NA	56%



Other Markets

CT

- Peer Counselor
- Case Management
- Text Support
- Live Chat

NC

- Case Management
- Text Support
- Live Chat
- Motivational Messages

IL

- 2016
- Text Support
- Live Chat
- Motivational Messaging

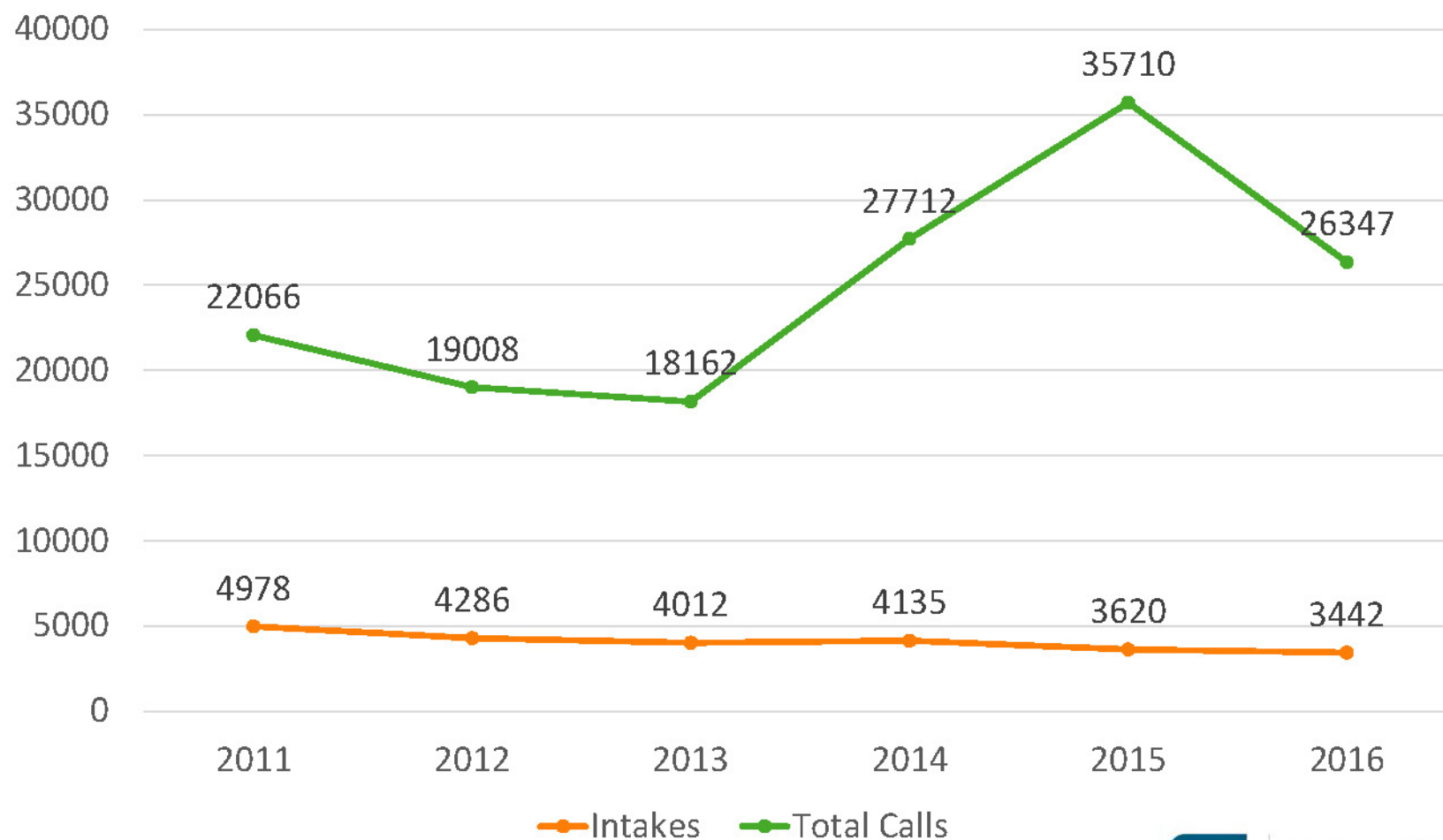
CT

Platform	2014	2015	2016
Intakes	314	235	286
Live Chats *(24/7 in 3/2016)	68	122	246
Texts	0	60	42
Total Utilization	382	417	574
% Change	NA	9%	38%



What's Next?

How do we close the gap?



What can we do next in CA?

- Small groups
- 10 minutes to brainstorm ideas
- 2 minutes each group to report back to the room

Questions





Business. Needs. People.

Thank You

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